ABSTRACT OF THE DISCLOSURE

An optically decorative product including a layer of transparent polymeric material having opposed surfaces, one of the opposed surfaces provided with a plurality of ridges and grooves, a layer of substantially transparent color effect producing material mounted to one of the opposed surfaces, the layer of transparent polymeric material and the layer of substantially transparent color effect producing material combining to produce in the presence of light a color effect image such that the material has an appearance other than that of a surface of the material and the image being other than coincident with the surfaces, and a layer of product mounting adhesive applied to the opposed surface of the material to which the layer of substantially transparent color effect producing material is not mounted.